

PRODUCT ANNOUNCEMENT

FLUKE®

Date: June 2011

New Fluke 190 Series II 2 Channel ScopeMeter®



Built Tough to Keep Up with Your Customers.

Made Tough to Drive Your Sales.

Your customers face a lot of tough situations in their jobs. Sometimes they need the power of an oscilloscope *and* a multimeter, but are cautious about taking a sensitive test tool like an oscilloscope into the field. They don't need to worry anymore. The new ScopeMeter Series II can go anywhere they do, bringing an industry proven field tough high performance oscilloscope that will keep up with them.

Last fall Fluke introduced the first rugged 4 channel, CAT IV ScopeMeter®. Now we're introducing the 2 channel version, increasing your customer's options and your sales power.

Fluke 190 Series ScopeMeters are the first two and four-channel scopes on the market with 1000 V CAT III / 600 V CAT IV rating, bringing an unprecedented combination of performance and ruggedness into the field. These powerful scopes enable your customers to solve complex problems wherever they go, which is vitally important to their productivity.

Who will buy the 2 or 4 channel ScopeMeter 190 Series and for what uses?

Job Function	Industry	Target Applications
- Professional industrial or electrical technicians and engineers in - Plant maintenance and electronic field service professionals	- Industrial plant operations including engineering, maintenance and facilities - Industrial electronic process and automation controls - Machinery power electronics and mass transportation equipment manufacturers - Electronic field service in Aerospace/avionics and military	- Industrial machinery - Automation & process controls and power conversion electronics with a need to diagnose problems related to analog or digital system signals - Determining root cause to minimize downtime and repair cost. - Secondary applications in medical imaging, avionics, communications including defense

Elevator Pitch:

The 190 Series II are the first IEC 61010, 1000 V CAT III / 600 V CAT IV rated portable oscilloscopes designed to be safely used on industrial equipment that is permanently installed on the electrical distribution system. These handheld, battery-operated portable instruments offer sealed, dust-proof and drip-proof cases that are IP-51 rated to withstand harsh working environments. New features will help customers take on the demands of troubleshooting today's electronic systems, and enhancements, like long battery life and USB communications, will improve usability and overall customer satisfaction.

Features / Benefits:

Feature	Benefit
Up to 4 independent floating isolated inputs up to 1000 V	Inspect multiple signals time, amplitude or wave shape relationships especially in 3 phase power systems or automation and control system inputs, outputs and feedback loops
Up to 2.5 GS/s high-speed sampling	Capture waveform details with resolution as much as 400 pS capturing phenomena like fast transients and induced noise
10,000 points per trace waveform capture (scope mode)	Flexible acquisition modes and deep memory allow users to capture high resolution samples over longer record lengths
1000 V CAT III / 600 V CAT IV	Safe in CAT III or CAT IV environments. The only scope that can safely measure from the 3-phase input all the way through to milli-volt control signals
Kensington® lock security slot	Locks down oscilloscope when unattended
Dust and drip proof IP51 Rated	A sensitive test tool designed to stand up to harsh industrial environments.
Connect-and-View™ triggering	Gives intelligent, automatic triggering on fast, slow and even complex signals, allowing the scope to be used virtually hands free
Frequency Spectrum using FFT-analysis	Easily analyze a signal in the frequency domain

	looking at a signals amplitude versus frequency spectrum
Automatic capture and REPLAY of 100 screens	A built in recorder to rewind and go back in time to display intermittent random events before it is lost forever
ScopeRecord™ Roll mode	Record high resolution waveforms over extended periods of time looking for wave shape abnormalities.
TrendPlot™ paperless recorder mode with deep memory	Log automatic signal measurements over days, easily analyze signal drift, fluctuations and other anomalies.
Battery operation using BP291	Up to 7 hours of operating time so no time is lost in the field
Easy access battery door	For quick battery swaps in the field
Isolated USB host port	Provides direct data storage to a USB memory device
Isolated USB device port	Provides easy data transfer to a PC
Compact and lightweight	Only 2.2 kg (4.8 lbs) makes it easy to carry any where
5,000 count DMM in the 2-channel models	Increased versatility, perform precise amplitude measurement or simply switch over to scope mode for waveform analysis

Fluke ScopeMeter 190 Series II Product Highlights:

- 60 MHz, 100 MHz or 200 MHz bandwidth, with up to 2.5 GS/s real time sample rate and 400 pico seconds resolution
- Built-in 5000 count multimeter
- Connect-and-View™ to easily trigger on and display even complex waveforms
- TrendPlot™ and ScopeRecord™ to capture or plot waveforms and measurements over extended time spans
- Replay Last 100 Screens to go back in time to see waveform anomalies
- Environmentally tested to meet IP-51 dust-proof and drip-proof rating and withstand 3g vibration or 30g shock.

Customer driven enhancements (They asked, we listened):

- Hi capacity Li-ion batteries offer up to seven hours operation
- Battery access door to easily swap out batteries for extended operation
- Two electrically isolated USB ports: mini USB-A for PC connectivity and a USB memory device port
- Security slot to lock down instrument using standard Kensington® PC lock
- Screw insert for standard camera mounting accessories

Phase-in/Phase-out Requirements:

- The new channel, 190 Series II replaces the 199C, 196C and 192C model
- We expect the 4 channel 190 Series II to be the most popular model with approximately 80% of your customers stepping up to that higher end model. However for those people who want a 2 channel scope the new ScopeMeter Series II 2 channel scope will fill their needs exactly
- Between the 2 and 4 channel models, with their enhanced feature sets, we anticipate a ScopeMeter sales volume increase of approximately 25%

Other Applicable Discounts:

Discounts and terms and conditions remain unchanged per existing Fluke ScopeMeter product applicable contract terms and conditions

Model Numbers (2 and 4 channel)

Model	Description	US List Price
New 190 Series II, 2 Channel models		
Fluke 190-202	ScopeMeter, 200 MHz, 2 channels plus DMM/Ext.input	\$3690
Fluke 190-202/S	ScopeMeter, 200 MHz, 2 channels plus DMM/Ext.input, with SCC-290 kit	\$4090
Fluke 190-102	ScopeMeter, 100 MHz, 2 channels plus DMM/Ext.input	\$3330
Fluke 190-102/S	ScopeMeter, 100 MHz, 2 channels plus DMM/Ext.input, with SCC-290 kit	\$3730
Fluke 190-062	ScopeMeter, 60 MHz, 2 channels plus DMM/Ext.input	\$2895
Fluke 190-062/S	ScopeMeter, 60 MHz, 2 channels plus DMM/Ext.input, with SCC-290	\$3295
190 Series II, 4 Channel models introduced in Dec 2010		
Fluke 190-204	ScopeMeter, 200 MHz, 4 channels	\$4250
Fluke 190-204/S	ScopeMeter, 200 MHz, 4 channels, with SCC-290 kit included	\$4650
Fluke 190-104	ScopeMeter, 100 MHz, 4 channels	\$3750
Fluke 190-104/S	ScopeMeter, 100 MHz, 4 channels, with SCC-290 kit included	\$4150

Go to www.fluke-launch.com to download a spreadsheet with detailed item logistics information

Package Contents: Fluke-190-202 and 190-102 Standard Instrument:

Fluke-190.XX2 ScopeMeter 190 Series II Standard Mainframes:

- BC190 Power Adapter
- BP290 Li-ion battery pack
- VPS410-R probe red
- VPS410-B probe blue
- USB cable A – B (mini)
- Hanging strap
- Handstrap affixed to instrument (user selectable for left or right handed use)
- CD user manual with FlukeView ScopeMeter software demo version
- Statement of calibration practice

Fluke-190.XX2/S, ScopeMeter 190 Series II with SCC Kit

Standard mainframe plus:

- C290 Hard shell carrying case
- SW90W, FlukeView for ScopeMeter for Windows with registration key code

Optional Accessories:

Model	Description	US List Price
SW90W	FlukeView® ScopeMeter® Software for Windows Reg. Code	\$249
C290	Hard Shell Carrying Case	\$195
SCC290	FlukeView Software and Hard Shell Carrying Case Kit	\$400
BC190	Battery Charger/Power Adapter for Fluke 190 Series ScopeMeter	\$84
BP290	2400 mAh Li-Ion Battery Pack for Fluke 190 Series II	\$225
BP291	Hi-Capacity Li-ion Battery Pack for Fluke 190 Series II	\$290
HH290	Hanging Hook	\$65
EBC290	External Battery Charger	\$95
VPS420-R	High voltage probe set 150 MHz, 100:1, CAT III 2000V (1000V to earth)	\$245
AS400	Probe Accessory Extension Set	\$102

Introduction Schedule:

- Fluke order system open June 1, 2011:
- ATP at launch 4 weeks:
- Public Embargo June 15, 2011

Demo Program:

Eligible for hi-tech demo discount program, consult with local Fluke sales associate for details. Recommend using 4 channel ScopeMeter as demo unit for upsell opportunity.

Stocking Recommendation:

- Plan to replace the 190C series with the new 190 Series II
- Order approximately 8 weeks based on past 90 day run rate of existing 199C, 196C and 192C sales out volume

Questions You May Encounter in the Field:

Q: Is this the same as the 2 channel ScopeMeter already being sold?

A: Yes and No. The 190 Series II, 2-channel units are a direct, form, fit and function replacement for the 199C, 196C and 192C. However they come with some enhancements that will impress the customer. The 190 series II provides even more ruggedness, reliability in harsh environments. New features provide increased functionality and more versatility than previous ScopeMeter 2 channel models.

Q: Why would I buy the 2 channel vs the 4 channel version?

A: Which one you use is completely based on your applications and perceived future requirements. Having 4 channels provides the advantage of being able to easily compare and contrast time, amplitude and wave shape details across multiple channels, for example 3-phase line power, or automation control input, output and feedback signals.

Q: What if I want to buy the 190C 2 channel ScopeMeter?

A: We are discontinuing the 190C due to parts being no longer available. We encourage you to try the new Series II 2 or 4 channel ScopeMeter because it is everything you're used to with a few additions requested by pros like you.

Q: I feel like oscilloscopes are complicated tools. Will you provide me with support if I have questions or run into issues when I'm in the field?

A: We welcome the opportunity to help you. Either call the support line (1-800-44-Fluke) or visit www.fluke.com/ScopeMeterSeriesII for videos, application notes and case studies.

Competition (and how to beat them):

Competitor	Their Strengths	Counter Them by Stressing
4 Channel Bench Oscilloscopes	Combination of memory, sample rate and waveform update rates	- Bench oscilloscopes are not designed nor safety rated for CAT III or IV installations. They could place the user in a potentially unsafe hazardous condition. - Typically and without expensive differential probes the measurement inputs cannot be floated above earth ground reference - Bench scopes are not IP-51 rated and will not withstand abuse of day-to-day portable use away from lab bench
AEMC Metrix OX7104-CII	- Time sampling: 12bit, 1GS/s A/D, 50 GS/s equivalent - Ethernet with web server	1000 V CAT II / 600 V CAT III safety rating - OX7104 is not IP-51 rated so will not stand up to industrial environments - OX7104 A to D not optimal for real time, dynamic or complex waveforms - OX7104 touch screen difficult to operate with gloves - OX7104 Operating system slow, with excessively long boot-up time - Series II USB ports simplify storing or transferring scope data
Asia OEM's	Cost	- Asia Inc scopes typically safety rated maximum 300 V CAT II or not rated at all. Potential safety hazard in industrial plants - Asia Inc communications ports are often not isolated from measurement inputs. Potential safety hazard in industrial plants - Asia Inc scopes case is typically open to the elements, not IP rated. Will not stand up to the harsh conditions in industrial plants

ScopeMeter Series II 2 Channel Sales Tools:

Marketing efforts and messaging will continue to focus on the recently introduced 4 channel ScopeMeter Series II because of its' broader customer appeal and upsell possibilities. However, many materials have been updated to reflect the new 2 channel ScopeMeters. Are materials in the U.S. are available on the Partner Portal or www.fluke-launch.com

Fluke is running a worldwide campaign to stimulate customer demand for not only the new 190 Series II model, but the whole ScopeMeter line. We're also opening up opportunities for cross-selling other compatible instruments into an application such as Motors and Drives. Campaign components focus on reaching out to customers where they will most likely go for education and information on solving problems in industrial applications. Fluke is their partner and we work hard to provide them with the tools they need to do so.

Item	Description	Format	Literature*
190 Series family brochure	12-page brochure includes an overview of the safety, ruggedness and performance of the entire 190 Series, spotlight on the new 2 and 4-channel 190 Series II models	Print on demand, PDF	3801594

Technical data sheet	Data sheet provides complete product specifications, and details about features and benefits for the original 190C Series and the new 190 Series II	Print on demand, PDF	3801685
Catalog copy	Copy for use in sales catalogs. Full page, 1/2-page, and 1/4-page versions available	Partner Portal and www.fluke-launch.com	N/A
Family Web Banners	Animated and static web banners in a variety of sizes feature the family of ScopeMeter Series II. These are in addition to the 4 channel Banners (3801744)	Partner Portal and www.fluke-launch.com	4016898
Family Email	190 Series II email blast. This is in addition to the 4 channel email blast (38018000).	Partner Portal and www.fluke-launch.com	4016906
Sales training	PPT	ScopeMeter.com Sales information page	N/A
Customer presentation	PPT	ScopeMeter.com Sales information page	N/A
190 Series II brochure – 4 channel only	Die-Cut 7 in x 10 in end-user brochure	Printed	3832893
Application videos – 4 channel only	Short videos feature compelling customer stories in Brazil, US, China, and Switzerland	Link to Fluke YouTube channel or download	
Print advertisements – 4 channel only	Full-color ads (Also available 1/2-page and 1/4-page versions)	Partner Portal and www.fluke-launch.com	3801874, 3932483, 3932476

*English versions

Increase Your Knowledge and Sales

Visit ScopeMeter.com to help you sell ScopeMeter with confidence

Make sure to register and visit the new Fluke ScopeMeter Sales Center: www.ScopeMeter.com.

You'll find a host of sales resources all in one secure online site created exclusively for our sales team.

- Training modules to increase your knowledge. Focus your sales efforts on the best prospects. Expand your opportunities to sell both ScopeMeter and complementary Fluke products.
- Stay informed of what's happening. ScopeMeter.com will give you a head start on product news and how to go after innovative new applications or taking advantage of emerging customer trends.
- Get ready to demo. Be prepared to share with customers the types of problems they can quickly and easily solve with ScopeMeter.
- Be prepared for calls. ScopeMeter.com helps you quickly research competition, know the customer FAQ's, and learn from the latest "how to" customer story.